

# WORLD FEST

LOUISVILLE • KENTUCKY

## 2009 Sponsorship Package

[www.louisvilleky.gov/international](http://www.louisvilleky.gov/international)



LOUISVILLE'S INTERNATIONAL FESTIVAL

# Fast Facts



## OVERVIEW

- Dates:** Annually, Labor Day Weekend—**September 4-5, 2009**
- Location:** The Belvedere, an 8 acre plaza overlooking the Ohio River in downtown Louisville at 5th and Main streets
- Size:**  
The largest international festival in the region  
100,000+ guests  
200 booths including craft, information, sponsors and food  
Louisville's largest collection of ethnic restaurants at one event  
Three stages of continuous live entertainment from over 50 diverse musicians and artists including local, regional and national
- Highlights:** Parade of Cultures; 500 people from over 50 cultures wearing native dress and carrying their national flags  
Most diverse Naturalization Ceremony in the state's history, 92 countries represented

## MEDIA

- Local:** Local advertising partnerships in print, radio, television and online ensure thorough coverage throughout the Metro area
- National:** 2,996,287 earned media impressions nationwide including USA Today, San Jose Mercury News, The Pittsburgh Tribune-Review and the Arizona Daily Star

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## SPONSOR PACKAGE LEVELS

*WorldFest is Louisville's premiere International Festival. We host the largest collection of local ethnic restaurants, vendors and exhibitors at any one event in the state of Kentucky, offering a wide array of cuisines, crafts and educational possibilities. Whether your passion is music, food, education or adding to your international craft collection, there is something for everyone.*

*With at least 80 languages spoken in the Louisville public schools and 50 percent of the city's population growth over the past 15 years coming from international residents, Louisville is more culturally diverse than ever before.*

### SPONSORSHIP LEVELS

PRESENTING SPONSOR

STAGE SPONSOR

AMBASSADOR

ARTS DIPLOMAT

SUPPORTING MINISTER

DELEGATE

AMI, AMICO, AMIGO

### CASH CONTRIBUTIONS

\$75,000

\$25,000

\$10,000

\$7,500

\$5,000

\$3,500

\$2,000

### Opportunities

Participating in WorldFest is a wonderful opportunity to present your services and goods to a rapidly increasing demographic found in the international community, as well as to adults between the ages of 25-40 and their families. At least 100,000+ people are drawn to the festival annually and each year of the event has experienced 50% growth in attendance.

Capacity for the festival is approximately 200 10' x 10' booths. Representation at the event is normally weighted towards 25% restaurants and food vendors, 15% information and exhibitors and 60% craft and other vendors. In the past, exhibitors have featured a variety of multicultural exhibits (photographs, video, and artwork) and hands-on educational activities; vendors have sold textiles and other consumables from dozens of international cultures. Several local and national agencies have also been at the festival to provide information on services and opportunities to the general public. Sponsorship provides you with recognition of your support through signs and banners bearing your company's logo, media recognition, special sponsor accommodations and more. To learn more about these and other sponsorship opportunities, please call the Office for International Affairs at 574-4774.

**WorldFest is Labor Day Weekend—September 4 - 5, 2009.**





**\$75,000**

**PRESENTING SPONSOR**

- Will have right to verbiage "Presented by" after all printed WorldFest name and logo
- Will have first right of refusal for multi-year agreement for WorldFest beginning in 2010
- Mayor to mention company name during his weekly radio call-ins to WHAS, WAMZ, WDJX, WLOU and WRKA
- Will have an opportunity to address the crowd from either stage and to introduce prominent musical acts, entertainers or other special guests throughout the event
- **Logo** displayed on welcome banner (36' x 5') at the entrance to the Belvedere
- Will be invited to participate in stage giveaways at the event
- Name or logo included in network interviews (including TV/radio morning shows) promoting WorldFest
- **Name** or **Logo** included in 15 and 30 second WorldFest promo spots before the event on MetroTV and recognition on MetroTV recaps of the event that air numerous times after the event
- **Logo** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Prominent placement of (5) 3'x15' banners in the event area
- **Logo** included on event signage
- **Logo** included in WorldFest media announcements, press releases and some advertisements
- **Logo** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Will receive a **10' x 10'** booth for the purposes of displaying/dispersing company items or literature
- Will receive **25** access passes to the VIP reception or area
- **Logo** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary **1/2 page** color advertisement in the Office for International Affairs 2010 International Directory
- **Logo** displayed on city website (with direct link to your site)
- **Logo** listed on event program/entertainment schedule

We are eager to work with you and your company to present WorldFest 2009 to Louisville and the surrounding communities. If you do not see a sponsorship opportunity here that matches your needs we will be happy to tailor a personalized package for you.



**\$25,000**

**STAGE SPONSOR**

- Will have complete name recognition with either the Main Stage or Fountain Stage including all media impressions associated with that stage; publicizing acts in print media, website, Metro TV, announcements, etc.
- **Logo** displayed on backdrop of stage
- Will have an opportunity to address the crowd from your stage and to introduce prominent musical acts, entertainers or other special guests throughout the event
- **Logo** displayed on welcome banner (36' x 5') at the entrance to the Belvedere
- Will be invited to participate in stage giveaways at the event
- Name or Logo included in network interviews (including TV/radio morning shows) promoting WorldFest
- **Name** or **Logo** included in 15 and 30 second WorldFest promo spots before the event on MetroTV and recognition on MetroTV recaps of the event that air numerous times after the event
- **Logo** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Prominent placement of (3) 3'x15' banners in the event area
- **Logo** included on event signage
- **Logo** included in WorldFest media announcements, press releases and some advertisements
- **Logo** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Will receive a **10' x 10'** booth for the purposes of displaying/dispersing company items or literature
- Will receive **20** access passes to the VIP reception or area
- **Logo** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary **1/2 page** color advertisement in the Office for International Affairs 2010 International Directory
- **Logo** displayed on city website (with direct link to your site)
- **Logo** listed on event program/entertainment schedule

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**\$10,000**

## **AMBASSADOR SPONSOR**

- **Logo** displayed on welcome banner (36' x 5') at the entrance to the Belvedere
- **Name** or **Logo** included in network interviews (including TV/radio morning shows) promoting WorldFest
- **Name** or **Logo** included in 15 and 30 second WorldFest promo spots before the event on MetroTV and recognition on MetroTV recaps of the event that air numerous times after the event
- **Logo** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Prominent placement of (3) 3'x15' banners in the event area
- **Logo** included on event signage
- **Logo** included in WorldFest media announcements, press releases and some advertisements
- Will receive a 10' x 10' booth for the purposes of displaying/dispersing company items or literature
- Will receive 15 access passes to the VIP reception or area
- **Logo** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary 1/4 page color advertisement in the Office for International Affairs 2010 International Directory
- **Logo** displayed on city website (with direct link to your site)
- **Logo** listed on event program/entertainment schedule

**\$7,500**

## **ARTS DIPLOMAT SPONSOR**

- **Name** or **Logo** included in 15 and 30 second WorldFest promo spots before the event on MetroTV and recognition on MetroTV recaps of the event that air numerous times after the event
- **Name** included in HTML flier sent via email distribution lists to more than 50,000+ people
- Prominent placement of (2) 3'x15' banners in the event area
- **Name** included on event signage
- **Name** included in WorldFest media announcements, press releases and some advertisements
- Will receive a 10' x 10' booth for the purposes of displaying/dispersing company items or literature
- Will receive 15 access passes to the VIP reception or area
- **Name** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary 1/8 page color advertisement in the Office for International Affairs 2010 International Directory
- **Name** listed on city website (with direct link to your site)
- **Name** listed on event program/entertainment schedule

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## **\$5,000**      **SUPPORTING MINISTER SPONSOR**

- Prominent placement of **(1)** 3'x15' banner in the event area
- **Name** included on event signage
- **Name** included in WorldFest media announcements, press releases and some advertisements
- Will receive a **10' x 10'** booth for the purposes of displaying/dispersing company items or literature
- Will receive **10** access passes to the VIP reception or area
- **Name** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary **1/8 page** color advertisement in the Office for International Affairs 2010 International Directory
- **Name** listed on city website (with direct link to your site)
- **Name** listed on event program/entertainment schedule

## **\$3,500**      **DELEGATE SPONSOR**

- Will receive a **10' x 10'** booth for the purposes of displaying/dispersing company items or literature
- Will receive **5** access passes to the VIP reception or area
- **Name** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary **1/8 page** color advertisement in the Office for International Affairs 2010 International Directory
- **Name** listed on city website (with direct link to your site)
- **Name** listed on event program/entertainment schedule, over 10,000 printed

## **\$2,000**      **AMI, AMICO, AMIGO SPONSOR**

- Will receive **2** access passes to the VIP reception or area
- **Name** displayed at Mayor's Labor Day Weekend press conference
- Will receive one complimentary **1/8 page** color advertisement in the Office for International Affairs 2010 International Directory
- **Name** listed on city website (with direct link to your site)
- **Name** listed on event program/entertainment schedule, over 10,000 printed

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## SPONSOR SUBMISSION FORM

- |                                                      |                                                      |
|------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Presenting Sponsor—\$75,000 | <input type="checkbox"/> Supporting Minister—\$5,000 |
| <input type="checkbox"/> Stage Sponsor—\$25,000      | <input type="checkbox"/> Delegate—\$3,500            |
| <input type="checkbox"/> Ambassador—\$10,000         | <input type="checkbox"/> Ami, Amico, Amigo—\$2,000   |
| <input type="checkbox"/> Arts Diplomat—\$7,500       |                                                      |

\* For in-kind sponsorship please provide information about the products and or services on a separate page.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: *(as you would like it to appear in print)* \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**A representative of the WorldFest Team will be contacting you regarding your commitment and payment options .**

Please submit this form by **June 1, 2009** to ensure appropriate visibility on all collaterals for 2009.

**WorldFest**  
Office for International Affairs  
400 S. First Street  
Louisville, KY 40202  
Phone 502-574-1541 / Fax 502-574-1477